

# INDIAN HANDICRAFTS SECTOR PERFECT DESTINATION FOR INVESTORS



#### **MAKE IN INDIA WEEK**

13<sup>th</sup> - 18<sup>th</sup> February 2016, Mumbai, India





## Simply exclusive, simply the best



### **An Overview**



Indian Handicrafts Sector has emerged as one of the most important foreign exchange earners for India on a sustained basis thereby playing a vital role in the economic development of the country.

The progress in terms of product range, number of companies and value of exports has been tremendous. The sector lays special emphasis on design and product development.

What is more important is that the sector has adopted and responded to the changing times, for instance, market oriented & customer focused. The sector has embraced innovative approaches while also laying emphasis on market-driven designs.

## **A Perspective**

India is a land of immense diversity. It has a varied bio-diversity and climatic zones ranging from extreme deserts to snow laden peaks. Indian people have adjusted to these conditions over the years and met their needs and expressed their creativity in the form of handmade crafts. Foreign cultures have influenced Indians through invasions by foreign rulers and trade interactions with the southern and eastern countries. The intermingling of cultures has led India to develop its own unique culture over time.

India's rich culture and heritage are reflected in the exquisite and varied handicrafts made by artisans throughout the country. Indian craftsmen use the knowledge and skill in the craft, passed on to them from the previous generations, to create works of art. The materials and processes used to create the handicrafts are indicative of the ingenuity of the crafts men. Indian crafts are now treasured possessions worldwide.

The tremendous diversity in the Indian handicrafts is a result of social, cultural,

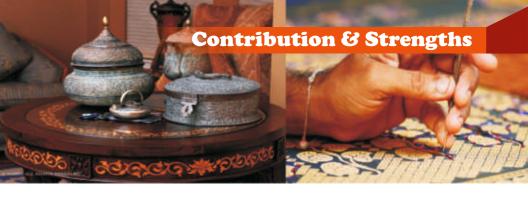


economic and religious interactions. Within India, craft persons have migrated from one place to another because of social or natural pressures and the migration has resulted in development of variations in their craft forms. Sungadi of Madurai for instance, is a new expression of Bandhani textiles of Gujarat and Rajasthan.

The panorama of Indian handicrafts is vast and consists of objects used for daily use made of rough local materials to objects of special value used on religious functions and special occasions. New categories of handicrafts have also emerged to meet the traditional and trade related needs of the craftsmen. Many designers have now joined hands with the artisans to create new objects for the markets that provide good returns to the artisans and satisfy the needs of the consumers.

Indian handicrafts sector is labour intensive decentralized industry that provides employment to millions of artisans in rural and semi-urban areas. Handicrafts form a substantial part of Indian exports and their share in the exports is increasing each year. The Government has undertaken substantial measures to help, sustain and revive the handicrafts as well as to support the craftsmen.





- Providing employment to more than 7 million artisans / 2 million in Carpets.
- Production of Indian Handicrafts touched to 8460 million (Incl. Carpets).
- Exports of Indian Handicrafts touched to 5917 million (Incl. Carpets).
- Special focus on design and product development.
- Integrated and inclusive cluster approach.
- Market driven design and product development.
- Dedicated infrastructure development at clusters.
- Improvement in livelihood and working environment.
- Brand building, geographical indication, compliances and advocacy.
- Revival of languishing crafts.
- Skill development and capacity enhancement.
- Enhanced credit flow and raw materials.
- Technology up-gradation by supply of improved tool kits and setting up common facility centers.







#### **Art Metalware**

Moradabad, Sambhal, Aligarh, Jodhpur, Jaipur, Barmer, Delhi, Rewari, Thanjavur, Chennai, Mandap, Bidar, Jagadhari & Jaiselmer.

#### **Wooden Artwares**

Saharanpur, Nagina, Jaipur, Jodhpur, Barmer, Hoshiarpur, Srinagar, Amritsar, Jagdalpur, Bangalore, Mysore, Chennapatna, Chennai, Mandap, Behrampur (WB), Rajkot & Ahmedabad.

#### **Hand Printed Textiles**

Jaipur, Barmer, Bagru, Sanganer, Jodhpur, Barmer, Bhuj, Farrukhabad & Amroha

#### **Embroidered Goods**

Barmer, Jodhpur, Jaipur, Jaisalmer, Kutch (Gujarat), Ahmedabad, Lucknow, Jodhpur, Agra, Amritsar, Kullu, Dharmshala / Chamba & Srinagar

#### **Marble & Soft Stone Crafts**

Agra, Chennai, Bastar & Jodhpur

#### **Papier Mache Crafts**

Kashmir & Jaipur

#### Terracotta/Ceramic, Zari & Zari Goods

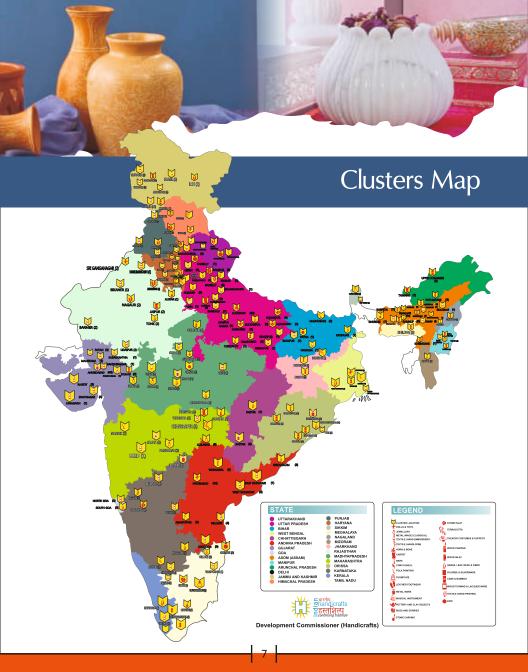
Khurja, Delhi, Rajasthan, Chennai, Bastar, Surat, Bareilly, Rampur, Palwal, Aurangabad, Varanasi, Amritsar, Agra, Jaipur, & Barmer

#### **Imitation / Fashion Jewellery**

Delhi, Moradabad, Sambhal, Jaipur, Kohima (Tribal).

#### **Artistic Leather Goods**

Kolhapur, Indore, Barmer & Shanti Niketan (WB).





## **Product-wise Major Importing Countries of Handicrafts**

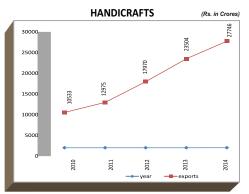
| Product Line                      | Importing Countries                |
|-----------------------------------|------------------------------------|
| Art Metalwares                    | USA, Germany, UK, Netherlands, UAE |
| Wood wares                        | USA, UK, UAE, Germany & France     |
| Hand Printed & Textiles & Scarves | USA, UK, Germany, UAE & Canada     |
| Embroidered & Crocheted Goods     | USA, UK, Germany, UAE & France     |
| Shawls as Artwares                | UAE, USA, UK, France & Germany     |
| Zari & Zari Goods                 | USA, UK, Italy, Germany & France   |
| Imitation Jewellery               | USA, UK, Japan, Italy & Germany    |
| Miscellaneous<br>Handicrafts      | USA, Germany, UK, Japan & UAE      |

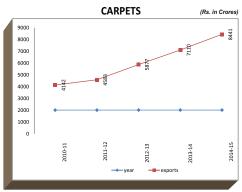




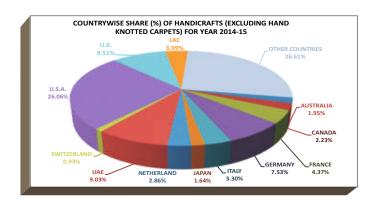








## **Major Export Destinations**





## **Opportunity to Invest in Handicrafts Sector**

- Availability of unique local raw materials e.g. wood, metal, stone, natural fibers, bamboo, cane, horn, jute, leather, etc.
- Rich and diversified culture producing wide range of unique and exclusive handicrafts.
- Strong existing pool of skilled artisans.
- Wide range of traditional production skills derived from indigenous knowledge.
- High potential for empowerment of women, youth and Low production costs.









In Tune with the Latest Trends







- Increasing emphasis on product development and design up-gradation
- Rising demand in domestic and traditional market
- Rising appreciation by consumers in the developed countries
- Government support and interest in preserving the craft
- Emerging markets in Latin America, North America & European countries.
- Fair trade practices.
- Increasing flow of tourists provide market for products.



#### Scope for Investment – Abundant Advantages



- Indian handicraft tradition is as diverse as the cultural diversity of the country and has a large production base.
- Largest source of Indian employment after agriculture.
- Sector contributes greatly to the Indian economy generated significant employment, foreign exchange and promotes tourism.
- FDI can help in market linkages; design & innovation; technology upgradation.

#### Rich demographic dividend

- India secondly largest populated country
- India has a very young population Over 62% of India's population is in the agegroup of 15-59 years
- India's demographic dividend can add to 2% of GDP growth over next two decades

#### **Workforce Availability**

- Large base of skilled craftsman and diverse raw material
- Small scale & cottage sector provides employment to 7 million artisans (incl large no. of women and people belonging to weaker section of society);

#### **Labour Cost**

- Labour cost in competing markets has gone up substantially.
- Workforce availability at 200 USD/month.

## **ORGANISATIONS**

## TO SUPPORT YOUR BUSINESS

Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India - Nodal Agency for Development & Promotion of Indian Handicrafts.

Following are the organisations working under the aegis of Development Commissioner (Handicrafts):

- 1. National Centre for Design and Product Development (NCDPD)
- 2. Bamboo and Cane Development Institute (BCDI)
- 3. Export Promotion Council for Handicrafts (EPCH)
- 4. Carpet Export Promotion Council (CEPC)
- 5. Council of Handicrafts Development Corporations (COHANDS)
- 6. Metal Handicrafts Service Centre (MHSC)
- 7. The Indian Institute of Carpet Technology (IICT)

#### **Public Sector Undertakings working under Ministry of Textiles**

- 1. Handicrafts and Handloom Export Corporation (HHEC)
- 2. Central Cottage Industries Corporation (CCIC)





## Development Commissioner (Handicrafts) Ministry of Textiles, Govt. of India

The office of Development Commissioner (Handicrafts) is the nodal agency in the Govt. of India for craft and artisan based activities. The office is headed by the Development Commissioner (Handicrafts). It administers various schemes and functions to promote the development and export of handicrafts, and supplements the efforts of State Governments by implementing various developmental schemes.

#### Services

- Helping hand for handicrafts sector.
- Spearheads the country's efforts to promote the handicraft sector.
- Support the State Govts. with the developmental schemes through its six regional offices at Mumbai, Kolkata, Lucknow, Chennai, Guwahati and New Delhi.
- Assist in the development, marketing and exports of handicrafts and promotion of craft forms & skills.
- The assistance in the form of technical and financial support including schematic interventions.

#### Vision

"To create a globally competitive Handicrafts Sector and provide sustainable livelihood opportunities to the artisans through innovative products, designs, improvement in product quality, introduction of modern technology and preserving traditions."

#### **Scheme Components**

- 1 Ambedkar Hastshilp Vikas Yojana
  - To identify artisans & organise them into groups & clusters
- 2 Marketing Support & Service Scheme
  - Domestic & International marketing & Brand Promotion
- 3 Design & Technology Upgradation
  - Craft Awareness Programme
- 4 Human Resource Development
  - Training & Capacity Building
- 5 Research & Development
  - Studies and impact assessment
- 6 Welfare Scheme for Artisans
  - Bima Yojana & other suppert
- 7 Infrastructure & Technology Development
  - Revitalizing existing institutions
- 8 Mega Cluster Scheme
  - · Area specific Integrated facilities
- 9 Need based interventions

#### **Development Commissioner (Handicrafts)**

Ministry of Textiles, Govt. of India West Block 7, R K Puram, New Delhi – 110066 Tel: 011- 26106902/26103562, Fax: 011-26163085

Email: dchejs@nic.in, Website: www.handicrafts.nic.in



#### **National Centre for Design and Product Development**

NCDPD is set up with an objective to fulfill the gap in the hard goods & soft goods sector in the areas of Design & Product Development.

The NCDPD works in close cooperation with many national & international organisations, exporters & Manufacturer for forward linkages. International & National designers provide complete array of services for customized design / product development services.



#### **Design & Product Development Services**

Exhibition Design, Showroom / Store Development & Visual Merchandising Graphic Design Capacity / Skill Development Program Product & Technology Development / Manufacturing Excellence Package Design Design Market and Technical Trends End to End Design Services to Industrial Groups Vendor Compliance Image Building and Branding Other Specialized Design services viz. Setting up of Design Studio's, Design Centre, Design Promotion, Design Research, Industry Linkage, Tie-ups, Net working, Design Library, Design Workshops and Resource Centre etc. Infrastructure support by setting up of Design Centres, Design Banks at production centres and cluster Creation of sustainable supply chain management Social / Environmental compliance & other customized support services Development & supply of market driven New / Innovative Design / Product lines Transforming designs into products with the help of designers/ merchandisers Quality and Technological up-gradation including improved tools & technology Preparation of DPR's and Project Advisory

#### **National Centre for Design and Product Development**

Hall No - 1, 3rd Floor, Rajiv Gandhi Handicraft Bhawan, Baba Kharak Singh Marg,
Connaught Place, New Delhi-110001, India • Telefax: 011-23341265,
E-mail: ncdpd@ncdpd.in, Web: www.ncdpd.in, www.bcdi.in, www.handicraftdesignbank.in



#### **Bamboo and Cane Development Institute**

The Bamboo & Cane Development Institute (BCDI) was set up in Agartala by the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, with an objective to provide strong forward and backward linkages for the producers of cane and bamboo of the North-Eastern region.

The basic objective of BCDI is to build and create technology-driven design and product-oriented excellence in the cane and bamboo sector of the North-East and provide sustainable forward and backward linkages by creating marketing opportunities.

#### **Services**

- Bamboo Technology Centre
- Research & Development Services
- Bamboo & Cane Consultancy
- Design Advise
- Training & Skill Upgradation
- Marketing & Business Services
- Participation in National & International Exhibitions
- Brand Promotion
- Knowledge support for Cane & Bamboo Processing

#### Bamboo & Cane Development Institute (BCDI)

Lichubagan P.O. Agartala Secretariat S.O., Agartala, Tripura (W) – 799010.

Tel: +91-0381-2412241 / Fax: +91-381-2410367 Email: mail@bcdi.in, Website: www.bcdi.in

#### PROMOTING EXPORTS OF INDIAN HANDICRAFTS WORLDWIDE



#### **Export Promotion Council for Handicrafts**

Export Promotion Council for Handicrafts (EPCH) was established under Companies Act in the year 1986-87 and is a non-profit organization, with an object to promote, support, protect, maintain and increase the export of handicrafts. It is an apex organization of handicraft exporters for promotion of exports of Handicrafts from country and projected India's image abroad as a reliable supplier of high quality of handicrafts goods & services and ensured various measures keeping in view of observance of international standards and specification. EPCH has 8,000 Registered Members.

#### Services

- Providing commercially useful information and assistance to members in developing and increasing exports.
- Offering professional advice and services to members in areas of technology upgradation, quality and design improvement, standards and specifications, product development, innovation etc.
- Organising visits of delegation of its members abroad to explore overseas market opportunities.
- Participating in specialized International Trade Fairs of handicrafts & gifts.
- Organizing Indian Handicrafts and Gifts Fair at New Delhi.
- Interaction between exporting community and Govt. both at the Central and State level and representation in almost all the committees / panels of Central and State and represents in almost all the committees / panels of Central and State.
- To create an environment of awareness through Workshops on "Export Marketing, Procedures and Documentation", Packaging, Design Development, Buyer Seller Meet, Open House etc. interaction with Central and State Govt. and various other similar programmes.

#### **Export Promotion Council for Handicrafts**

EPCH House, Pocket 6&7, Sector 'C', LSC, Vasant Kunj, New Delhi-110070
Tel: +91-11+26135256, Fax: +91-11-26135518 & 19, Email: mails@epch.com
Web: www.epch.in



#### **Carpet Export Promotion Council**

Carpet Export Promotion Council (CEPC) was established by exporters under Companies Act in the year 1982 and is a non-profit organization, set up with the objective to promote and develop exports of Handmade Carpets, Rugs and other Floor Coverings. It is an official body of handmade carpet exporters for promotion of exports from country and projected India's "Make in India" image abroad as a reliable supplier of high quality handmade carpet products. CEPC has 2,500 Registered Members.

#### **Services**

- 1) Direct Marketing
- 2) Market Intelligence
- 3) Trade Policies
- 4) Newsletter
- 5) Representation
- 6) Seminars / Open House Meets

#### **Carpet Export Promotion Council**

Niryat Bhawan, 3rd Floor, Rao Tula Ram Marg, Opp. Army R & R Hospital, New Delhi-110057, Tel.: 26153466, 26153467, Fax: 26153465 E-mail: cepc@vsnl.com, Website: www.indiancarpets.com

#### **COHANDS LENDS MORE THAN A HELPING HAND**



Council of Handicrafts Development Corporations (COHANDS) was established in the year 1983-84 under the aegis of O/o. Development Commissioner (Handicrafts), Ministry of Textiles, Govt.of India. COHANDS is an apex body of 31 State / Central Govt. Handicraft Development Corporations with its members throughout the country.

#### **Services**

- Facilitate and provides necessary impetus, thrust and direction to trade.
- Enhance and adapt skill through design interventions.
- Enhance productivity and income through technical upgradation.
- Assist sustainable development and responsible working conditions
- Assist in marketing through domestic and international channels.
- Provide assistance and guidance for achieving better social environment.
- Provide help and assistance in developing sound environmental regime / management.
- Preserves and protects the intellectual rights of marginalized regions / communities.
- Provides a forum for organizations, both national and international to lead a better environment for development of crafts.

#### **COHANDS, Office of the Development Commissioner (Handicrafts)**

West Block No. 7, R.K. Puram, New Delhi - 110066 INDIA Phone: +91-11-26174198 / Fax:+91-11-26174269, +91-11-26163085

Email: cohands4@vsnl.net / Website: www.cohands.in



#### **Metal Handicrafts Service Centre**

The Metal Handicrafts Service Centre, Moradabad, is an institution established by Government of India with financial and technical assistance of UNDP and Government of Uttar Pradesh as well functioning under the administrative control of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India. MHSC has been registered as a Government of India Society under Societies Registration Act XXI, 1860. The centre is a national level institution for testing, metal finishing and allied process of metal art wares and providing necessary up gradation of skills and technique / service to the exporters situated in and around Moradabad.

Metal Handicrafts Service Centre has been established with all advance technology and facilities in metal coating/finishing, Research Testing & Calibration Laboratory (RTCL). Major Department of the Centre are:

- A. Powder Coating & Phosphating
- B. Lacquering
- C. Electroplating:-Gold, Silver, Nickel, Copper & Brass
- D. Sand & Shot Blasting
- E. Metalizing & Plasma Coating
- F. Research, Testing & Calibration Laboratory

#### Services

- Training to artisans for advance tools and technique.
- Design & Product Development projects with an aim to develop innovative designs in metal handicrafts
- Developing a design bank at its centre at Moradabad for the benefit of exporters and artisans.
- The RTC laboratory of the centre is accredited with National Accreditation Board for Testing and Calibration Laboratories (NABL), Department of Science & Technology, Government of India.

#### Metal Handicrafts Service Centre

Peetal Nagri, Rampur Road, Moradbad (U.P.) 244001 Ph: 0591-2460131, 6532354 / Email: mhscmb@gmail.com Web: www.metalfinishanddesign.in



#### The Indian Institute of Carpet Technology

Indian Institute of Carpet Technology (IICT), an institute with difference was conceived, Ministry of Textile (MOT), Govt. of India (GOI) in eighties. IICT was given the autonomous status in December 1998 through formation of society. Involvement of broad based stakeholders/authorities include Govt. of UP, Industry, Academicians, Industrial experts, statutory bodies/authorities like AICTE, University, NABL, IFW-MOT etc. in the Executive Committee Chaired by DC(Handicrafts) resulted role clarity and achievements. IICT is providing much needed support to Textiles, Carpets and allied Industries.

The Institute is affiliated to U.P. Technical University, Lucknow and is approved by A.I.C.T.E. The institute is also a member of I.S.T.E. and CII and recognized by Textile Institute, Manchester, UK.

#### Services

#### Human Resource Development (HRD)

- Short Term Training
   Certificate Course
- Degree Course in Carpet and Textile Technology

#### Design Creation and Development (DCD)

- Creation of Design
- •

Bank of Motif/Design

Development of Design using CAD

#### Research & Development (R&D)

- Product Development Technology Upgradation
- Sponsored Projects
   Standardisation: (Input Process Output)

#### Technical Service Support to Industry (TSI)

- Sample testing
- Certification of Product
- Trouble Shooting
- Technical & Management Consultancy

#### The Indian Institute of Carpet Technology

Chauri Road, Bhadohi - 221401 (UP)

Phone: 05414 - 225504, 228409, Fax: 05414 - 225509, Email: iict@iict.ac.in. ictdmc@rediffmail.com. Web: www.iict.ac.in

#### MARKETING INDIA'S LEGENDARY CRAFTS WORLDWIDE



#### **Handicrafts and Handloom Export Corporation (HHEC)**

The Handicrafts and Handlooms Exports Corporation of India Ltd (HHEC) was established as the Indian Handicrafts Development Corporation in 1958. Later in 1962 the company became a private limited on becoming a subsidiary of STC. In 1991, HHEC de-linked from STC to become an independent PSU under Ministry of Textiles. HHEC is primarily engaged in the development and exports of handicrafts and handlooms.

The Corporation is committed to increase the exports of handicraft and handloom products through development of new products with new designs and quality and exploring new markets.

The Corporation has played a vital role in development and marketing of handlooms and handicrafts products from the various textiles and craft clusters in India by showcasing these products in the international markets through its showrooms, warehouses, retail outlets and offices.

## With a view to create maximum stakeholder value, the Corporation resources are aimed at:

- Development of niche products and tapping new markets, where there is negligible presence.
- 2) Improvement in utilization of assets to achieve productivity gains.
- 3) Measures to consistently reduce costs for enhanced profitability.
- 4) Up-gradation of facilities in manufacturing, design & development and other trade skills to be better prepared for the potential growth in demand for the Indian textiles and crafts.

#### The Handloom & Handicrafts Export Corp. of India

Noida Complex, A-2, Sector-2, Udyog Marg, Noida-201301, Gautam Budh Ngr Tel: 0120-2539158 (D) 0120-2539155, 2539156 / Fax: 0120-2537003

Email - hhecnd@bol.net.in, hhecnd@hhecworld.in / Website: www.hhecworld.in

#### THE TREASURE HOUSE OF INDIA'S RICHES



#### **Central Cottage Industries Corporation (CCIC)**

Central Cottage Industries Corporation of India Limited (CCIC) is Government of India Undertaking under Ministry of Textiles. CCIC operates retail showrooms in the name and style of Central Cottage Industries Emporium in New Delhi, Mumbai, Kolkata, Bengaluru, Chennai & Hyderabad.

CCIC retails high quality handicrafts and handlooms products from all over the country. The handlooms includes, Sarees, shawls, ready-to-wear for men, women, children, accessories, Home furnishing such as table linen and bed spreads, material for dresses and other made ups. Handicrafts products include brassware, marble ware, art objects, lamps, furniture and wooden ware, carpets, pottery and terracotta items. By virtue of its long experience in handicrafts business spanning over 60 years, CCIC has a brand name and goodwill for quality.

#### Services

- To produce, procure and sell quality handicrafts and handloom products and to develop markets for these products in India and abroad.
- To continue to improve the quality of Indian Handicrafts and to upgrade and produce new designs.
- To strengthen and expand the marketing network of the organization.
- To generate adequate returns on Net Worth.
- To manage trading activities so as to optimize sales and earnings and reduce expenditure.
- The Indian Handicraft and Handloom Industry has an overwhelming presence in the economic life of the country. It plays a pivotal role through its contribution in the field of Indian Art & Culture, employment generation and the export earnings of the country.

#### **Central Cottage Industries Corporation (CCIC)**

CCIC of India Ltd., Jawahar Vyapar Bhawan, Janpath, New Delhi Phone No.-23323825/23730374 / Fax No.-23725618/23328354 E-mail- md@cottageemporium.in / Website: www.cottageemporium.in



## For Any Business Promotion Enquiries, May Kindly Contact

#### **Development & Promotion of Indian Handicrafts**

#### **Development Commissioner (Handicrafts)**

Ministry of Textiles, Govt. of India
West Block 7, R K Puram, New Delhi – 110066
Tel: 011- 26106902/26103562. Fax: 011-26163085

Email: dchejs@nic.in

Website: www.handicrafts.nic.in

#### **Key Personnel**

#### Dr. K. GOPAL, IAS

Development Commissioner (Handicrafts)

Tel.: 011-26106902 E-mail : dchejs@nic.in

#### **Export Promotion**

#### **Export Promotion Council for Handicrafts (EPCH)**

EPCH House, Pocket 6&7, Sector 'C', LSC, Vasant Kunj,

New Delhi-110070, Tel: +91-11+26135256

Fax: +91-11-26135518 & 19, Email: mails@epch.com

Web: www.epch.in

#### Mr. Rakesh Kumar,

Executive Director Tel.: 011-26135232 E-mail: ed@epch.com

#### **Carpet Export Promotion Council (CEPC)**

Niryat Bhawan, 3rd Floor, Rao Tula Ram Marg, Opp. Army R & R Hospital, New Delhi-110057 Tel.: 26153466, 26153467, Fax: 26153465

E-mail: cepc@vsnl.com

Website: www.indiancarpets.com

#### Mr. Shivkumar Gupta,

Executive Director Tel.: 011-26153466

E-mail: cepc.nd@gmail.com

#### **Design Innovation and Technological interventions**

#### National Centre for Design & Product Development (NCDPD)

Hall No.1, 3rd Floor, Rajiv Gandhi Handicrafts Bhawan Baba Kharak Singh Marg, Connaught Place, New Delhi-110 001

Tel: 011-23341265, Fax: 011-23341265

e-mail: ncdpd@ncdpd.in, Web: www.ncdpd.in, www.bcdi.in, www.handicraftdesignbank.in

#### Mr. R.K. Srivastava,

Executive Director Tel.: 011-23341265

E-mail: rks@ncdpd.in



#### Bamboo & Cane Development Institute (BCDI)

Lichubagan, P.O. Agartala Secretariat S.O

Agartala, Tripura (W) – 799010. Tel.: 0381-2412241. Fax: 0381-2410367

E-mail: mail@bcdi.in, web: www.bcdi.in

#### Dr. Abhinav Kant.

In-Charge Tel.: 0381-2412241

E-mail: akantbcdi@gmail.com

#### **Education & Skill Development in the Carpet Industry**

#### Indian Institute of Carpet Technology (IICT)

Chauri Road, Bhadohi - 221401 (UP) Phone: 05414 - 225504, 228409

Fax: 05414 -225509,

Email: iict@iict.ac.in, ictdmc@rediffmail.com

Web: www.iict.ac.in

#### Dr. K.K. Goswami.

Director

Tel.: 05414-225504

E-mail: ictdmc@rediffmail.com

#### **Testing, Research & Certifications**

#### Metal Handicrafts Service Centre (MHSC)

Peetal Nagri, Rampur Road, Moradbad (U.P.)

Tel: 0591-2460131, 6532354

E-mail: mhscmb@gmail.com, mhscrn@gmail.com,

mhsc@sancharnet.in

#### Mr. P.K. Thakur,

Managing Director Tel.: 011-26191569

E-mail : dchejs@nic.in

#### **Assistance for Promotion of Handicrafts**

#### Council of Handicrafts Development Corporations (COHANDS)

West Block No.VII, R.K.Puram,

New Delhi-110 066, Tel: 91-11-26174198

Fax: 91-11-26174269, 26163085

E-mail: cohands@rediffmail.com, cohands83@gmail.com

Web: www.cohands.in

Mr. V.P. Thakur, Executive Director

Tel.: 011-26174269

E-mail: mailtodch@gmail.com





#### **Marketing & Brand Promotion**

## The Handicrafts & Handloom Exports Corporation of India Ltd (HHEC).

Noida Complex" A- 2 , Sector -2, Udyog Marg, Noida – 201301, Gautam Budha Nagar , (U.P) India

Phone: +(91)-(0120)-2539155/2539156

Fax :- (+91)-(0120)-2537003 E-mail :- hhecnd@hhecworld.in

Web: www.hhecworld.in

#### Sh. Nirmal Sinha,

Chairman cum Managing Director Tel.: 0120-2539158

E-mail: cmd@hhedworld.in

#### Central Cottage Industries Corporation of India Limited (CCIC)

Jawahar Vyapar Bhavan, Janpath, New Delhi, 110 001 (India)

Phone: +91-11-23323825, 23730374

Fax: +91-11-23328354

E-mail : ccic@cottageemporium.in Web: www.cottageemporium.in

Mr. Pramod Nagpal,

Managing Director Tel.: 011-23323825

E-mail: md@cottageemporium.in



Contemporary but with a touch of tradition





## INDIAN HANDICRAFTS SECTOR PERFECT DESTINATION FOR INVESTORS



MAKE IN INDIA WEEK

13th - 18th February 2016, Mumbai, India









#### **DEVELOPMENT COMMISSIONER (HANDICRAFTS)**

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